

SAN JOSE  
PARKS, RECREATION &  
NEIGHBORHOOD SERVICES



# Los Lagos Golf Course

A Community Conversation

# Los Lagos Workshop Agenda

- Workshop Welcome
- Background Presentation
- Small Group Discussion
- Reports Back
- Next Steps
- Adjourn



A photograph of children in yellow shirts fishing by a pond. The image is partially obscured by a teal banner at the bottom.

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# Workshop Welcome

David Early, Lead Facilitator, PlaceWorks

A photograph of children in yellow shirts fishing by a pond. One girl in the foreground is smiling at the camera, while others are focused on their fishing rods in the background.

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# Introduction and Project Purpose

Matt Cano, Assistant Director of Parks, Recreation & Neighborhood Services

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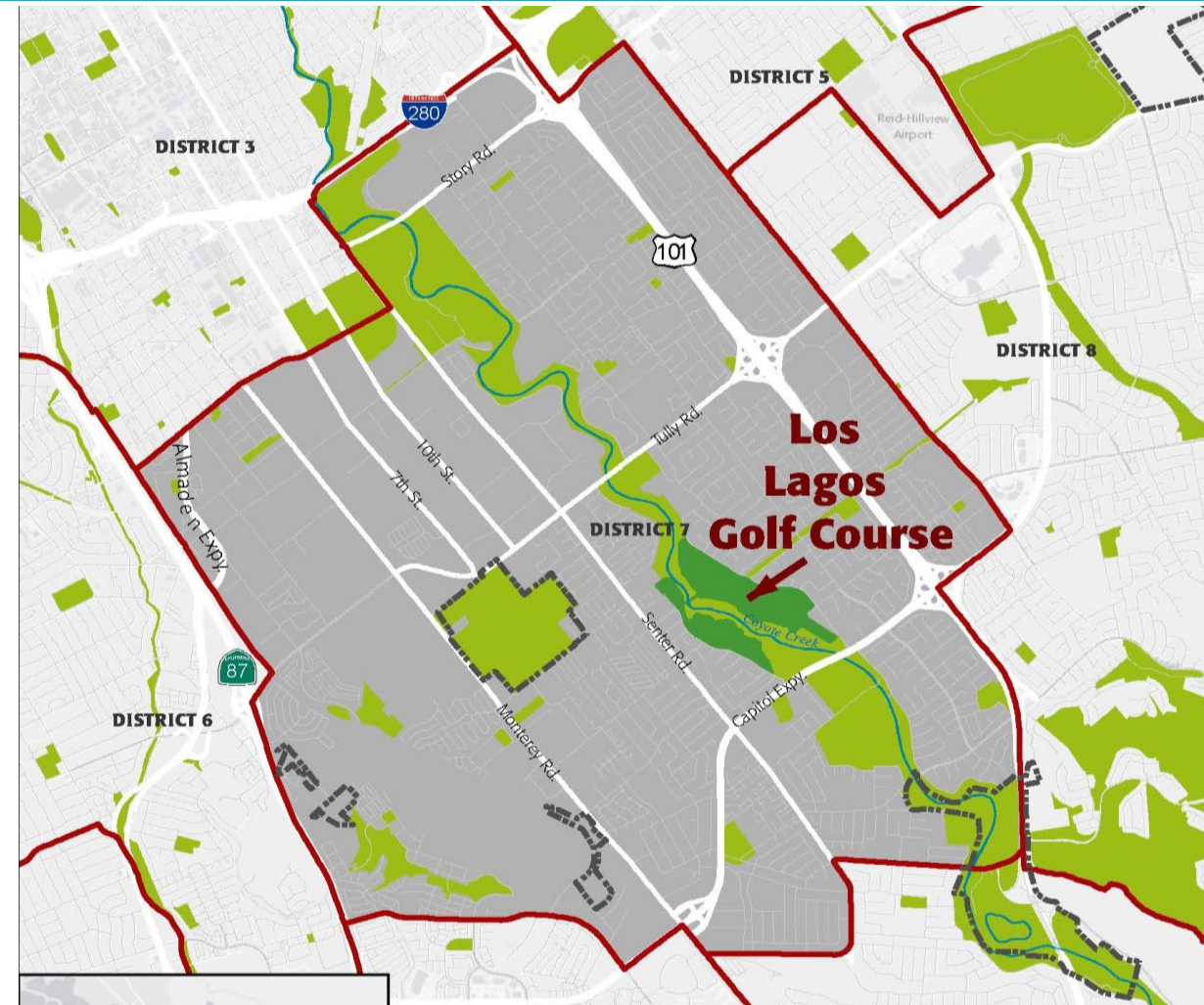
# Los Lagos Golf Course Background

Greg Goodfellow, PlaceWorks

# Important Open Space Resource



- 180 acres of greenery
- In area of high-density, “Fast Growth” census tracts (added 1,000 or more persons from 2000-2010)
- District underserved by community parks



# Golf Use



Since April 1<sup>st</sup>, 2002 Opening

- 841,665 rounds played
- 70% San José residents: 589,165 rounds by local golfers
- 49,446 rounds played in 2016
- 62 persons employed



# Recreation for All Ages

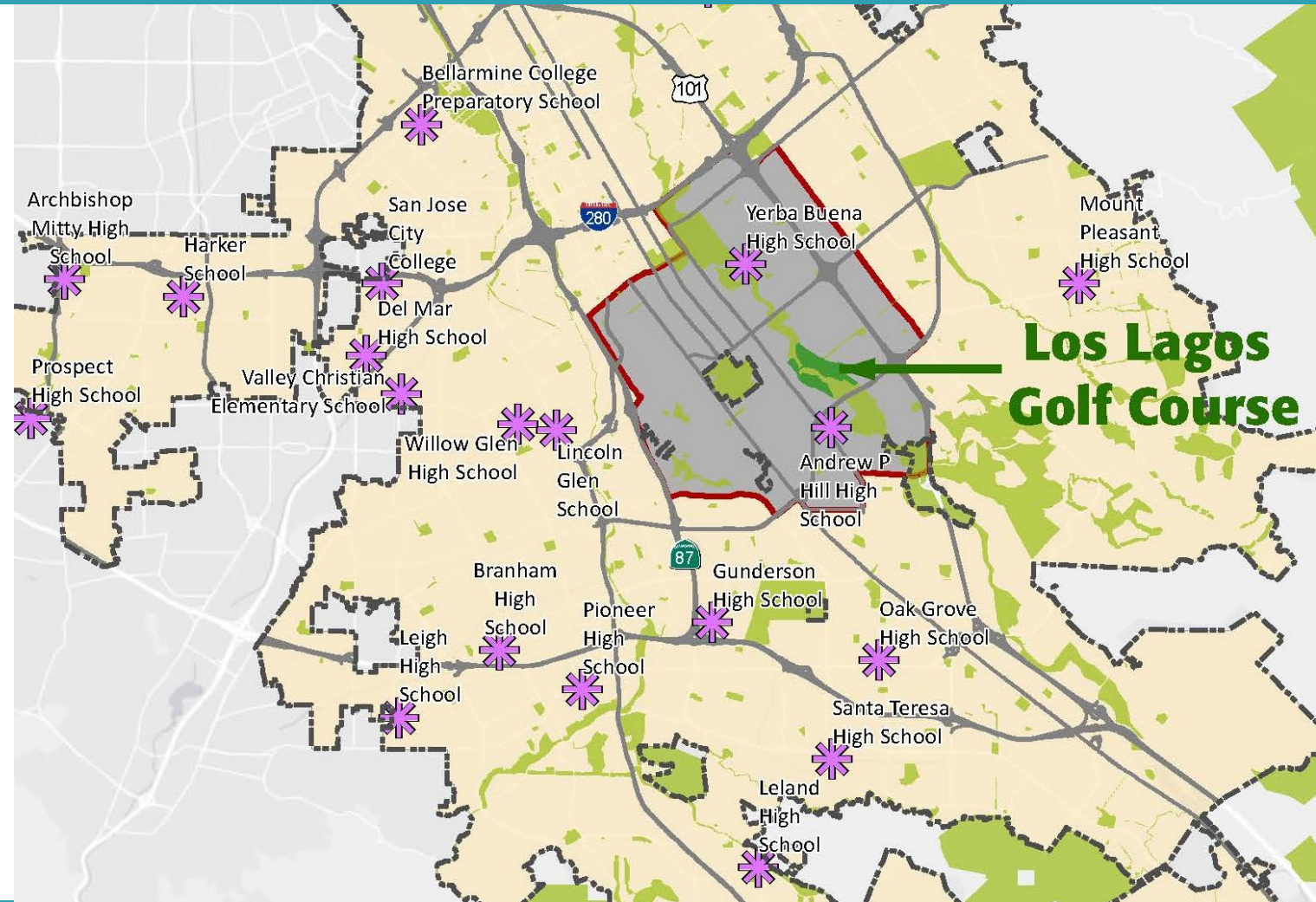


## Junior Golf “Epicenter”

- 50,000 junior golfers since opening
- 4,000 annual rounds, 2011-2016
- Student golfers come from 20 schools, including two local high schools
- 20 boys teams, 15 girls teams

## Senior Golfers

- 16,000 rounds played in 2016
- 90% San José residents



**Los Lagos  
Golf Course**

# Diverse Community Building



- **Stonegate Elementary School.** “Living Laboratory” project, 90-120 students
- **Saving Strokes.** Ongoing clinic for recovering stroke victims, 150-175 attendees
- **Toys for Tots.** Ongoing partnership with Fire Station 24
- **Adaptive Golf Clinics.** Partnership with PRNS to assist residents with physical challenges
- **Veterans Day Breakfast.** Annual event for local Veterans

# Environmental Merit



## 2003 Certified Audubon Cooperative Sanctuary

- Recertified through 2016

## 2003 Environmental Leaders in Golf Award

- Recertified through 2015

## 2006 City of San José Commendation

- Quality environmental practices

## Water Usage

- Steady increase in recycled total since 2013
- 84.23% recycled in 2017



# Los Lagos Golf Course Survey

As of February 14, 2017

- 2,698 total responders
  - Majority are Los Lagos Players:
- “Do you play golf at Los Lagos?”
  - 2,234 individuals, or 83% of total responders, answered “Yes”

# Los Lagos Golf Course Survey



Do you feel improvements to the course are needed?

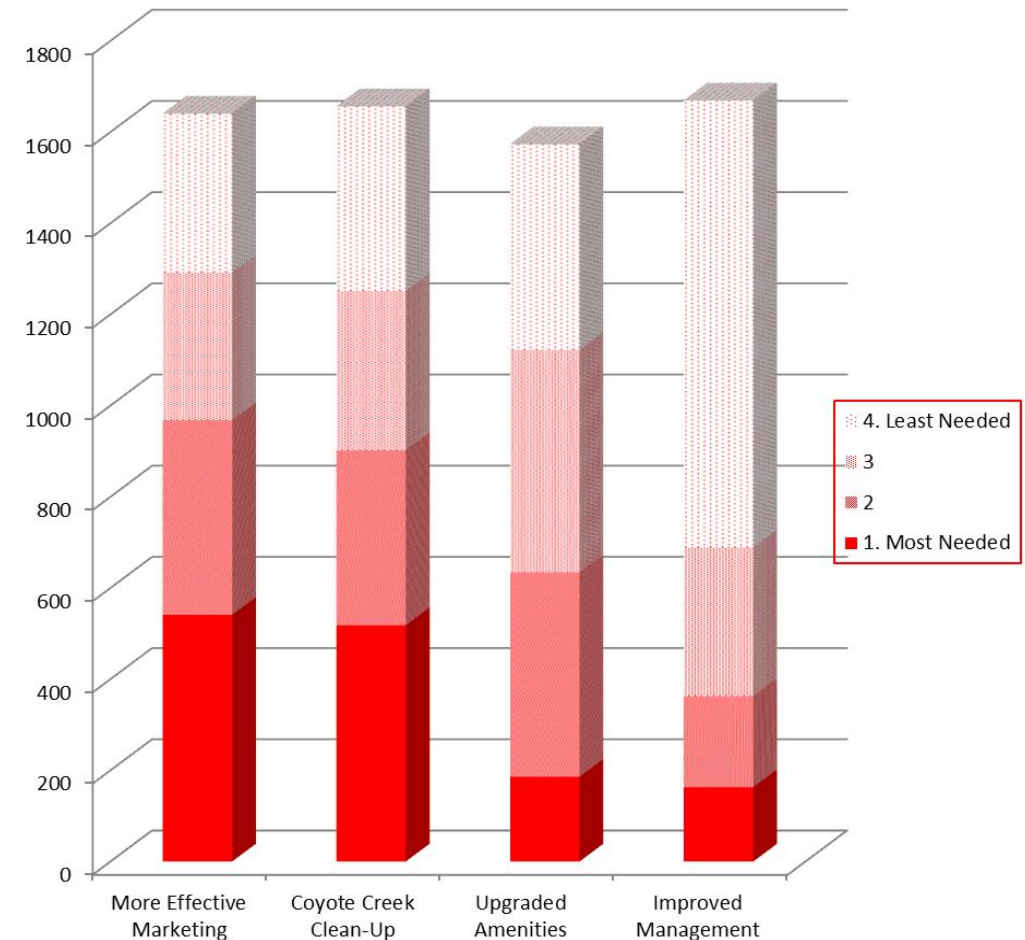
2,233 Responses:

65% answered “No.”

- “Always in great shape”
- “one of the most playable courses in Bay Area”
- “friendly for all levels of golfers”

1,570 responders ranked the following improvement strategies, from “Most Needed” to “Least”:

1. More effective marketing
2. Coyote Creek clean-up
3. Upgraded amenities
4. Improved management



A photograph of children in yellow shirts fishing by a pond. The text is overlaid on the top left of the image.

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# Current Context and Challenges

# 2015 Auditor's Report - Challenges



## Financial

- Total City subsidy of \$1.9 million (\$38 per round played) ongoing
  - Debt service of \$1.5M - \$1.7M per year
  - \$300,000/year to cover Operations loss
  - \$100,000 in Capital Improvements

## Considerations

- Play is down 28% over 13 years
  - Nationally 5 Million golfers lost since 2005
  - Near-by golf courses offering discounted prices
- Closing the gap with increased rounds of play
  - 11% increase corrects operational losses
- Increased demand for sports fields

# 2015 Auditor's Report

## “City Needs a New Golf Strategy”



- Lower Financial risks and dependence on General Fund subsidies through effective outreach and retention plans
- Develop an aggressive customer growth strategy
- Improve oversight of the golf courses and contracts

# Open Space Use and Cost Comparison



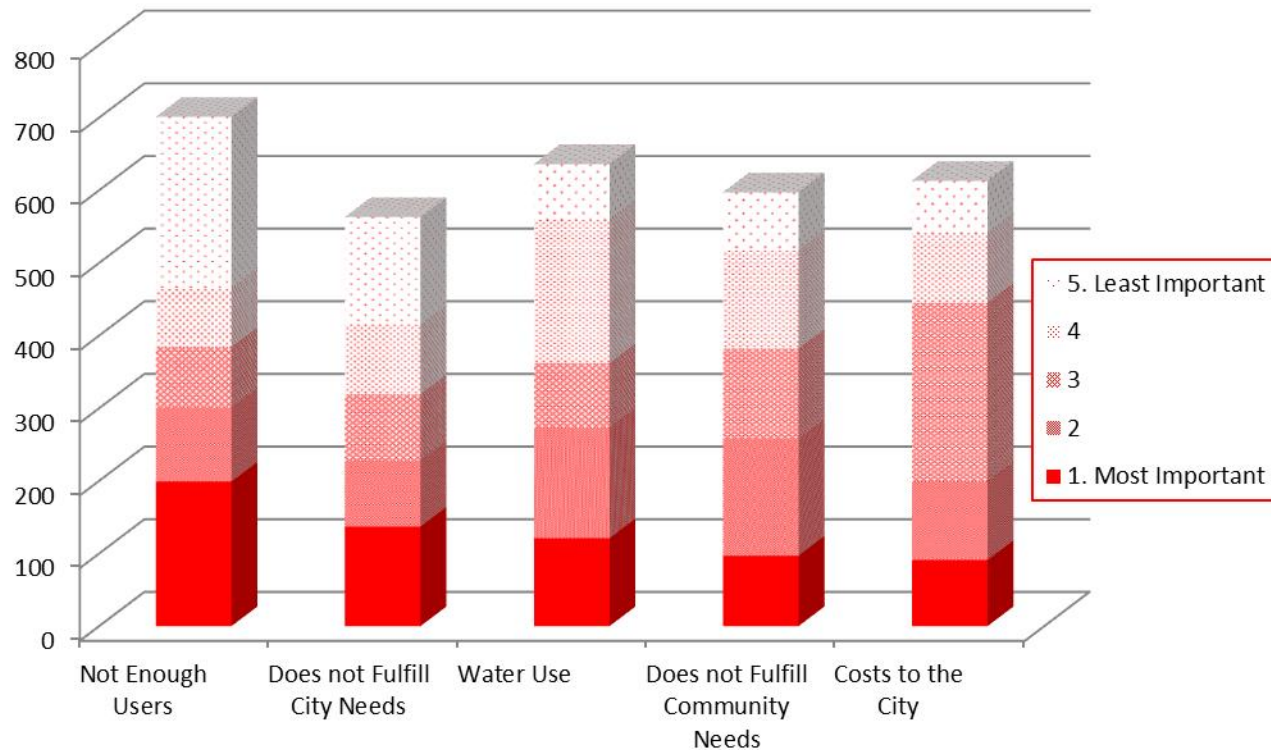
## Average: Los Lagos Golf Course

- 100 acres for golf play
- 4,216 rounds/month
- 42.16 golfers per acre
- \$10K/acre to maintain

## Average: City Soccer Fields

- Total 140.4 acres
- 4,000 reservations/month
- 28.5 games per acre
- \$15-22K/acre to maintain

# Los Lagos Golf Course Survey

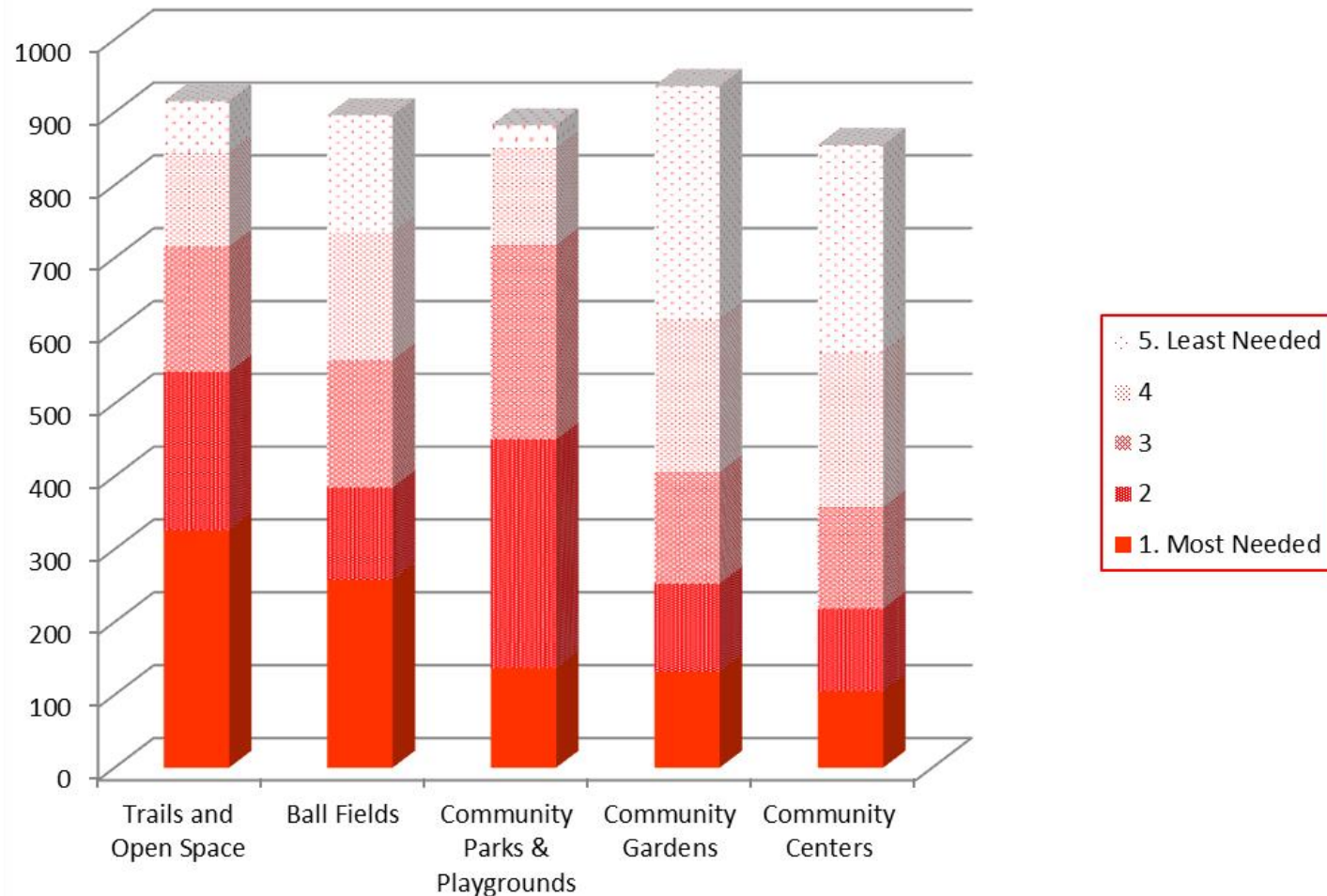


## If you Feel the Golf Course should be Transformed, Why?

701 Responders (including 181 golfers)

1. There are not enough users
2. It does not fulfill City needs
3. It uses too much water
4. It does not fulfill community needs
5. Costs to the City are too high

# Los Lagos Golf Course Survey



## What New Recreational Amenities are Needed in District 7?

- Of 1,737 responders, 77% answered “none”
- 937 Responders rated:
  1. Trails and open space
  2. Ball and soccer fields
  3. Community parks and playgrounds
  4. Community gardens
  5. Community centers

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# Moving Forward: Possible Solutions under Discussion

# Improve Course Performance



- Increase rounds played
- Decrease operating costs

## Challenges

- Existing losses, deficit and debt service are high
- Larger golf trends may be insurmountable

## San Leandro's Monarch Bay Golf Course

- Developed *The Players Club* in 2014
  - “Think of it as a Health Club for Golf”
  - Full package of benefits: food, beverage, fees
  - Stand alone website
  - Targeted marketing/branding
  - Online/mobile booking

# Transition Course to a Mix of Uses



- Increase number of paid users
- Minimize physical change and up-front costs
- “...add Disc Golf Baskets and make a multi use Facility”
- “Courses like this around the Nation are being saved by adding Disc Golf”

Challenges similar to those for improving operations:

- Existing losses, deficit and debt service are high
- Larger golf trends may be insurmountable

River Ridge Golf Course, Oxnard CA

- “FootGolf”: Proven second income
- Interest from soccer fans and golfers
- SCGA: 200 requests from courses nationwide



# Transition Course to Include New Uses



Increase use of property

- Soccer fields
- Neighborhood park
- Community center
- These facilities can be leased out

Challenges

- Small “executive” course provides less land for change
- High costs: average soccer field costs \$1.23 million
- Creek restrictions
- Doesn’t address debt service

Palo Alto Golf Course (larger site)

- 40% reduction in turf area
- Space for recreational facilities
- Maximizes protected natural features



# Small Group Questions

- What are the major community benefits of the course to both golfing and non-golfing residents?
- What methods would allow the course to continue to operate, while improving cost recovery and reducing financial impacts to the City?
- How could the course be reconfigured or changed to accommodate new uses and broaden community benefit?

# Thank You and Next Steps

## Final Workshop

Saturday, March 11, 2017

9:30 a.m. -11:30 a.m.

Seven Trees Community Center

3590 Cas Drive

San José, CA 95111

## Next Steps

Community feedback collected

- Three workshops
- Digital and paper surveys
- Nextdoor.com and social media

Report to City Council

- Summarized results
- Golf course recommendations

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